

BUSINESS EDUCATION



WHAT'S NEXT?

The business education program at Woodward-Granger High School is designed for students to prepare themselves for the next level of learning or directly into the career world. I know one thing for sure, no matter the career path you pursue, after you leave Woodward-Granger you will all become a part of a business as an employee, member or owner! Why not get a leg up on the competition and be prepared for whatever direction your future will take you!

~ Mr. Combs

COURSE TITLE: BUSINESS ESSENTIALS

GRADE LEVEL: 9 -12

LENGTH: 1 semester

CREDITS: 1

Business Essentials will introduce you to the world of business and help prepare you for your role in the economic system as a consumer, worker, and citizen. The course will investigate how businesses fit into our economic system, the types of businesses and their activities, working for an organization and the ways that they connect with their customers. This is a great course for any grade level that wants to gain a great foundation for the rest of the business programs at WG!

COURSE TITLE: MICROSOFT IMAGINE ACADEMY

GRADE LEVEL: 9-12

LENGTH: 1 semester

CREDITS: 1

Ever get stuck using software in the classroom or at home? How about getting prepared for the workforce? Let's clear that up by being a part of the Microsoft Imagine Academy! First, you will learn the basics when it comes to how the computer's hardware and software work together for you when running applications, browsing the web or try to store all of your files. Then, you will see how the computer uses the software tools including Google Drive Applications, Microsoft Word, Excel and Powerpoint. Not only do you learn how to use the tools the software programs has to offer, but you will be able to apply your knowledge independently, avoid getting "stuck" and use the tools as you would be expected in the workforce. Plus, in the digital world the excuse "My dog ate my homework" will not work anymore. You will learn how to make sure the content you create is organized, accessible and safe. Finally, we will explore basic website design and the tools available for the student and how small businesses connect with their customers in a digital world.

COURSE TITLE: ACCOUNTING I

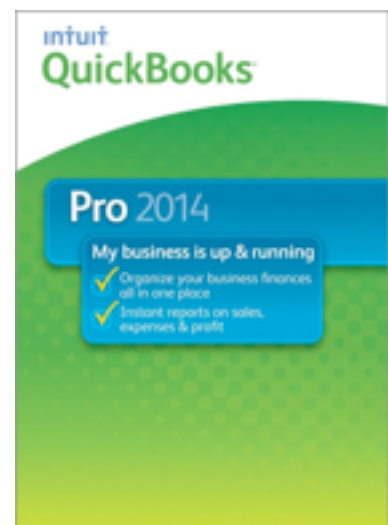
GRADE LEVEL: 10-12

LENGTH: 1 year

CREDITS: 2

PREREQUISITE: Preferred Introduction to Business, but will accept all those interested

Have you ever wondered how businesses make money or keep track of their financial information? If you have the ambition to pursue a career in the business world this is a class for you! You will experience what it takes to successfully manage a business' finances and learn to make decisions that will help grow a sustainable business. Plus, you will utilize different spreadsheet tools to enhance your learning and recognize how technology can improve the record keeping process. You will establish a foundation of accounting skills and knowledge that will prepare you to keep the financial records for a small business and recognizing the impact that different transactions have on its bottom line.



COURSE TITLE: ACCOUNTING 2 AND QUICKBOOKS

GRADE LEVEL: 10-12

LENGTH: 1 year

CREDITS: 2

PREREQUISITE: Accounting 1

After the you become familiar with the concepts discovered in Accounting 1, the second year of accounting will focus on more advanced transactions and activities of the business. This class will prepare you for accounting at the college level or entering the workplace after you graduate. From real world simulations, problem solving and decision making opportunities you will have the opportunity to understand what its like to manage a business' financial records in a variety of ways. Plus, throughout the year long course you will learn how to use QuickBooks Accounting software which will give a competitive advantage when looking for internships during college or career opportunities later in life.

COURSE TITLE: THE MARKETING MIX

GRADE LEVEL: 11-12

LENGTH: 1 semester

CREDITS: 1

PREREQUISITES: Preferred Introduction to Business, but will accept all those interested

You will investigate how marketing supports the different activities of a business, explore the needs and wants of different target markets, understand what it takes to satisfy their needs/wants, and implement the activities to assist the business so that it can profitable. You will learn to perform market research, recognize buyer behavior, develop marketing strategies, and explore the 5 P's of marketing (Product, Price, Place, Promotion, and People) so you can successfully connect the consumer to the business' products and services.

**COURSE TITLE: SALES AND WORKPLACE COMMUNICATION**

GRADE LEVEL: 11-12

LENGTH: 1 semester

CREDITS: 1

PREREQUISITE: Preferred Introduction to Business, but will accept all those interested

This course emphasizes the "consultative style" of selling as well as effective communication in the 21st century workplace. The course will cover a number of different strategies focused around the world of sales and communication including Relationship Building, Product Expertise, Buyer Behaviors, Ethics and Presentation skills. The course is very hands on and takes a real world approach to the consultative selling style and communication including role-plays, the creation of strategies, preparation for the sales experience and the presentation. Even if you are not interested in a sales career, this class will assist you in learning how to work and communicate effectively with others in a number of different situations.

**COURSE TITLE: SMALL BUSINESS MANAGEMENT (AKA: THE TANK)**

GRADE LEVEL: 12

LENGTH: 1 semester

CREDITS: 1

PREREQUISITE: Intro to Business, Marketing (Preferred), Accounting I, Accounting 2 (Preferred)

Your hard work has paid off! After learning the ropes the last few years this is your chance to use that knowledge and become your own boss. It is time to figure out what it will take to start your own business! In Entrepreneurship you will be working throughout the semester to develop a business that you are interested in starting. Your goal, like most entrepreneurs, is to develop a successful business plan that will guide you in the creation of growing and sustaining that business in the future. Plus, at the of the semester you will be presenting to a group of investors looking to gain their financial support to get your idea off the ground and who wouldn't want a \$5 investment from Mr. Combs to get things off and running!

This course is also aligned with the University of Iowa's Jacobson

Entrepreneurial Institute for 3 College Credits.

“Expect the
unexpected. And
whenever possible,
be the unexpected.”

- Jack Dorsey

Co-Founder of Twitter and Square



Mr. David Combs
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